WBAI Folio

from the Pacifica Radio Archives

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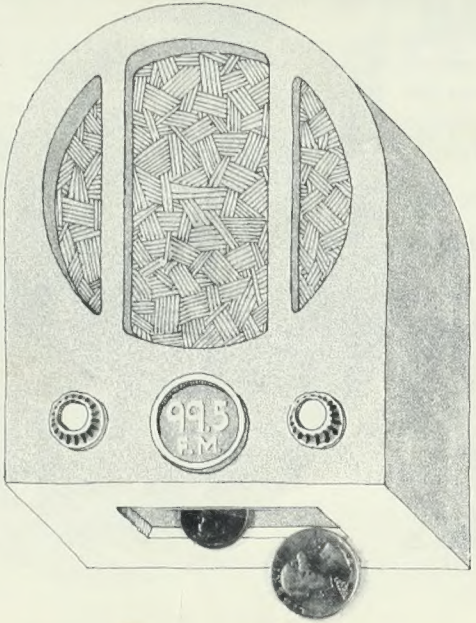

HELP US MAKE CHANGE AT WBAI

MAY HAPPENINGS

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Monday through Saturday – Percussion Festival (featuring Black Earth Percussion Ensemble on April 29, Jazz Percussionists Billy Higgins on May 1 and Andrew Cyrille on May 4, and more.)
May 11
Saturday – The Burgundian Ensemble, Edward Hauser, director. With WBAI's own resident pianist, James Irsay performing the Bach F minor Concerto.
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WBAI SUPER BENEFIT

As of folio press time, all details subject to change.

YOUR FAVORITE PERFORMERS

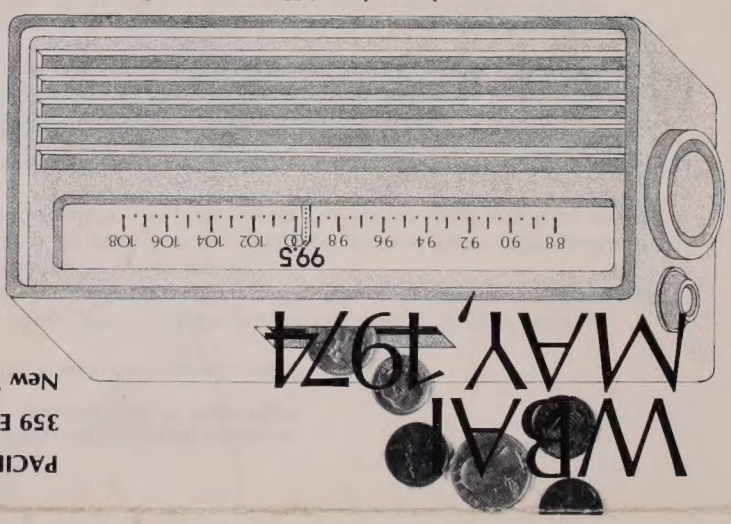
DATE:	*Monday, May 20*
PLACE:	*To be announced*
TIME:	*8:15 P.M.*
TICKETS:	*General Admission, $4.00 & $6.00*

For complete info, stay tuned.
Produced for WBAI by Barbara Oka.

REMEMBER, WBAI'S MARATHON PHONE NO. IS (212) 826 - 0880

WBAI MARATHON

Remember the WBAI annual MARATHON BENEFIT! Buy a ticket!



WBAI MAY, 1974

PACIFICA WBAI 99.5
359 East 62nd Street
New York City, New York 10021

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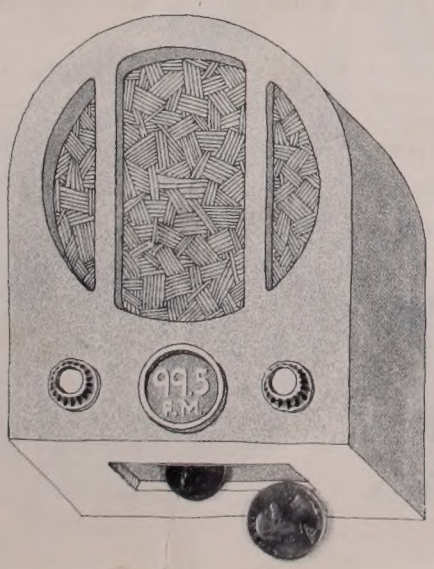

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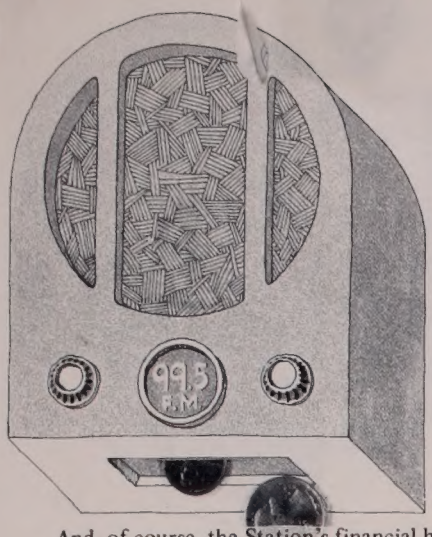


WBAI MARATHON

A Marathon Message from Larry Josephson, WBAI's New Station Manager:

Dear Subscriber,

WBAI is at a crucial crossroads. We live in a time of great political and economic uncertainty, of ideological division and cultural confusion. Although many individually fine programs are still on the Station, WBAI's current programming, taken as a whole, reflects the lack of cohesion of what's left of the left and of what remains of 60's counterculture. The Station mirrors the schizophrenic drift of American society in general.

And, of course, the Station's financial health can be directly correlated with its intellectual and artistic state. Economically we're caught in a four-way squeeze by:

- **relatively high fixed overhead of our Church facility.**
- **ever-rising cost of supplies, services and energy**
- **low, fixed staff salaries at a time when everyone's cost of living (including yours) is going up. Some very talented people have had to leave the Station because they could no longer afford to work here.**
- **declining Station income in the face of all of the above. This tends to make the underpaid the unpaid.**

Since I became Station Manager, I have received many letters and phone calls from Listeners and Subscribers. Many of these letters and calls contradict each other about specific programs and personalities; nevertheless, they add up to a strong consensus: many of WBAI's traditional supporters have been alienated from the Station and its programming.

I have already taken a number of steps I hope will result in more intelligent and more compelling programs of higher radio quality, steps which with some luck and continued support from you, will lead to an alternative radio station that one can listen to; a radio station that will meet the diverse needs of the 70's.

Some positive actions that have already been taken or are in the works, include:

A search is underway for a new Program Director, someone who knows good radio and will be able to help all of us uphold the best traditions of Pacifica Radio. Hank Heifetz has resigned and we all wish him well. I want to thank him for his hard work as Program Director and Acting Manager. We are already planning special new programming for broadcast during the Marathon and afterwards during June. From now on we want the scheduling structure to be more flexible and more able to cope with last minute happenings.

There will be many special musical and dramatic events during the Marathon, including ten Free Music Stores, and several additional Studio C events, and a Benefit Concert outside of the Station. We are keeping a close watch on Impeachment Activities with the intention of staffing a mini-Miami Pacifica production unit, when and if the Judiciary Committee votes out a Bill of Impeachment. We will offer analysis, and depth and breadth of coverage that will be unmatched anywhere else. Of course all of this takes money.

In the future, we want to place renewed emphasis on the crucial issues and ideas of the '70's: Energy and the Economy; Government for Whom: Impeachment, Watergate, Ethics and Special Interests; Consumer Problems for all Economic Classes; Sexuality, Sex Roles and Marriage; Race, Society and Separatism; and finally, what's new and best in the Arts. In the Fall, we will take a comprehensive well-designed Poll of our Subscribers, in order to find out quantitatively what you think of the Station.

By profession, I am a radio producer; a Pacifica professional. I don't intend to manage a radio station I can't listen to. I want a Station that is intelligent and artful; one that is sometimes subtle but often raw and provocative; a radio station with a sense of humor and a sense of balance, one that reflects the complexity of life and that assumes the intelligence of the Listener, one you will respect even if you disagree with what's sometimes said.

But we cannot make change, nor can we afford the head-space to think about what we should be, when we're $185,000 in debt, as well as another $101,000 in need. Too much of our energy goes into fending-off creditors or making makeshift arrangements for money. We must raise $200,000 in cash (this year's Marathon Goal), even though our real need exceeds $286,000.

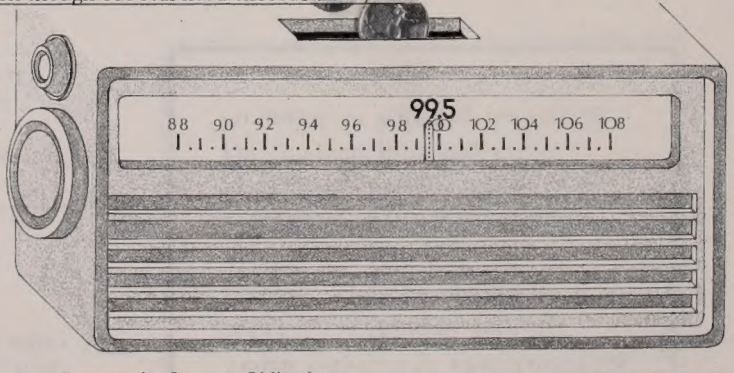
We must pay off our old debts and establish sufficient cushion so that we can introspect and act from a position of strength. Please help us. Support the Marathon as much as you can; consider your support an investment in a new, vital BAI. If you're already a subscriber, please consider an additional donation. If your renewal is due in May or June, please send it in right away as we count on renewals to pay the May and June operating costs. In any case, we'll pay you back in the form of good radio programs during the Summer and Fall.

Yours-in-radio,

Larry Josephson

Larry Josephson
Station Manager

P.S. Kathy Dobkin is back, and in charge of the Tols Toy Store. Hooray.



Artwork by Frank Heller

WBAI'S FINANCIAL NEEDS AS OF JUNE 1, 1974

What We Owe for Previous Broadcasting			
One Month's Back Salaries, Payroll Taxes Health Insurance	$ 23,400.		
Accounts Payable including New York Telephone, Con Ed, Empire State Bldg., Folio Printer & Mailer, Tape Supplier, Wire Services, Washington Bureau Rent	74,000.		
Payments due Pacifica Foundation for Levy, Insurance, FCC Attorneys and Debt Service on Pacifica Debentures	20,000.		
Back Payroll Taxes (1972)	2,600.		
Short Term Loans from Banks and Individuals for Payroll	65,500.		
Debt Sub Total	185,500.	185,500.	
Reserves for Summer Obligations			
Church Mortgage Interest (June & September)		10,600.	
Church Mortgage Principal		9,100.	
Summer Doldrums Fund (One Month's Operation)		45,000.	
Real Estate Tax Escrow and Legal Fees		14,000.	
Capital Repairs and Additions			
Replace Tape Recorder Heads (3 years old)	2,000.		
A-Dolby Noise Reduction System	4,500.		
Continuous Tape Logger (required by law)	4,000.		
Stereo Volumax Limiter	1,500.		
Coax Switch & Dummy Load for Transmitter	3,000.		
Repairs & replacement of carpets, walls, furniture and paint for upstairs Studios (3 yrs. old)	2,000.		
Partition Downstairs & Paint	5,000.		
Total Capital	22,000.	22,000.	
Total Additional Needs		100,700.	100,700.
Total Financial Need			$286,200.
Minimum Marathon Goal (Cash)			$200,000.

STATISTICS

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